

**AMENDMENTS TO THE CLAIMS**

1. (CURRENTLY AMENDED) A method, comprising:

before receiving an indication of at least one item selected by a customer for purchase from a first vendor, receiving, by a controller in communication with at least one subsidizing vendor server via an electronic network, information relating to customer activity of the customer with the first vendor,

in which the information indicates interest of the customer in purchasing at least one item from the first vendor;

receiving, by the controller from a customer terminal via the electronic network, an indication of at least one item selected by the customer for purchase from the first vendor, the at least one item having an associated total price;

before receiving the indication of at least one item selected by the customer for purchase from the first vendor, providing to the customer via the customer terminal, in response to the received information, an indication of an offer for a subsidy from a second vendor,

wherein the offer for the subsidy is an offer for a reduction in price relative to a total price of a purchase from the first vendor,

wherein the offer for the subsidy from the second vendor requires commitment to a service agreement but does not require the customer to commit to a service agreement for any item of the purchase from the first vendor in order to receive the reduction in price relative to the total price of the purchase from the first vendor; and

charging the customer a second price for the at least one item selected for purchase only if the offer is accepted, the second price being less than the associated total price.

2 –80. (CANCELLED)

81. (PREVIOUSLY PRESENTED) A method, comprising the steps of:

- receiving via an electronic network an indication that an item has been placed in a shopping cart of a Web site of first vendor,
- in which the item has an associated price;
- determining whether to provide an offer for a subsidy based on the received indication;
- after receiving the indication, determining an offer for a subsidy from a second vendor,
- in which the offer includes a requirement to participate in a transaction directly with the second vendor not indirectly via the first vendor,
- in which the offer for the subsidy from the second vendor is an offer for a reduction in the associated price of the item,
- in which the offer for the subsidy from the second vendor requires commitment to a service agreement but does not require commitment to a service agreement for the item placed in the shopping cart in order to receive the reduction in the associated price of the item;
- after receiving the indication, displaying an indication of the offer for the subsidy from the second vendor,
- in which the offer is displayed via a Web page;
- receiving input representing a click of a button on the Web page;
- determining, from the input, a response to the offer for the subsidy; and
- selling, during the transaction, the item for a second price only if the response indicates that the offer is accepted,
- in which the second price is less than the associated price of the item.

82. (PREVIOUSLY PRESENTED) A method, comprising the steps of:

- receiving via an electronic network an indication that an item has been placed in a shopping cart of a Web site of first vendor,
- in which the item has an associated price;
- determining whether to provide an offer for a subsidy based on the received indication;
- determining an offer for a subsidy from a second vendor,
- in which the offer includes a requirement to participate in a transaction with the second vendor,
- in which the offer for the subsidy from the second vendor is an offer for a reduction in the associated price of the item,
- in which the offer for the subsidy from the second vendor requires commitment to a service agreement but does not require commitment to a service agreement for the item placed in the shopping cart in order to receive the reduction in the associated price of the item;
- determining a subsidy amount;
- displaying, during a transaction, an indication of the offer for the subsidy from the second vendor,
- in which the offer is displayed via a Web page;
- receiving input representing a click of a button on the Web page;
- determining, from the input, a response to the offer for the subsidy;
- determining a second price based on the associated price of the item and the subsidy amount; and
- selling, during the transaction, the item for the second price only if the response indicates that the offer is accepted,
- in which the second price is less than the associated price of the item.

83. (PREVIOUSLY PRESENTED) The method of claim 1, in which the information relating to customer activity comprises an indication of a mouse click on a predetermined portion of a Web page.

84. (PREVIOUSLY PRESENTED) The method of claim 1, in which the information relating to customer activity comprises an indication of a mouse click on a predetermined banner advertisement.

85. (PREVIOUSLY PRESENTED) The method of claim 1, in which the information relating to customer activity comprises an indication of a mouse click on an indication of an item.

86. (PREVIOUSLY PRESENTED) The method of claim 1, in which the information relating to customer activity comprises an indication of a mouse-over on a predetermined portion of a Web page.

87. (PREVIOUSLY PRESENTED) The method of claim 1, in which the information relating to customer activity comprises an indication of mouse-overs on predetermined portions of Web pages at least a predetermined number of times.

88. (PREVIOUSLY PRESENTED) The method of claim 1, in which the information relating to customer activity comprises an indication of a search that is performed for a predetermined product.

89. (PREVIOUSLY PRESENTED) The method of claim 1, in which the information relating to customer activity comprises an indication of accessing predetermined Web pages.

90. (PREVIOUSLY PRESENTED) The method of claim 1, in which the information relating to customer activity comprises an indication of accessing a predetermined number of predetermined Web pages.

91. (PREVIOUSLY PRESENTED) The method of claim 1, in which the information relating to customer activity comprises an indication of accessing predetermined Web pages in a predetermined sequence.

92. (PREVIOUSLY PRESENTED) The method of claim 1, in which the information relating to customer activity comprises an indication of accessing predetermined Web pages during a predetermined time period.

93. (PREVIOUSLY PRESENTED) The method of claim 1, in which the information relating to customer activity comprises an indication of a duration that the Web site is open.

94. (PREVIOUSLY PRESENTED) The method of claim 1, in which the information relating to customer activity comprises an indication of previous access to a predetermined Web site at least a predetermined number of times.

95. (PREVIOUSLY PRESENTED) The method of claim 1, in which the information relating to customer activity comprises an indication of a predetermined number of items that a customer is ready to purchase from the first vendor.

96. (PREVIOUSLY PRESENTED) The method of claim 1, in which the information relating to customer activity comprises an indication of a predetermined item that the customer is ready to purchase from the first vendor.

97. (PREVIOUSLY PRESENTED) The method of claim 1, in which the information relating to customer activity comprises an indication of a duration that an item is selected for purchase.

98. (PREVIOUSLY PRESENTED) The method of claim 1, in which the information relating to customer activity comprises an indication of requesting a coupon for a predetermined item.

99. (PREVIOUSLY PRESENTED) The method of claim 1, in which the information relating to customer activity comprises an indication of an item having at least a predetermined price that the customer is ready to purchase from the first vendor.

100. (PREVIOUSLY PRESENTED) The method of claim 1, in which the information relating to customer activity comprises an indication of at least a predetermined number of previous purchases from the first vendor.

101. (PREVIOUSLY PRESENTED) The method of claim 1, in which the information relating to customer activity comprises an indication of a frequent shopper status of the customer.